

Vetstrive enters South Korean market

vetstrive AB has officially signed a strategic distribution agreement with SeongLab Diagnostics, a major player in the South Korean veterinary laboratory sector. This partnership marks an important step in vetstrive's broader Asia-Pacific expansion strategy for 2025-2027.

Strategic impact:

- Entry into a market valued at over €400 million annually
- Expansion of vetstrive's APAC revenue share by projected 15% within 12 months
- Reinforcement of brand presence in innovation-focused economies

This agreement also supports vetstrive's commitment to localization, with tailored product configurations and Korean-language support being launched in Q3 2025.

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The collaboration includes exclusive rights to distribute vetstrive's flagship smart lab systems and software in South Korea, with an initial rollout focused on urban veterinary hubs in Seoul, Busan, and Daegu.



"South Korea presents a dynamic and fast-growing market for veterinary innovation," said Anna Löfgren, Chair of the Board at vetstrive AB. "Through this partnership, we aim to bring our advanced diagnostic platforms closer to the clinics and labs that need them most."

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